

The Pandemic Convention We Need Now: A Call to Action Social Media Toolkit (Embargo: 00:01 EST / 06:01 CEST & SAST / 09:31 IST / 12:01 CST/ Tuesday 12 April 2022)

Background

For more than two years, we have endured a pandemic that could have been prevented. Had the right systems been in place, the world could have entered 2022 looking back at SARS-CoV-2 as a contained outbreak, instead of straining to manage hundreds of millions of new infections.

This cannot and does not have to happen again. This pandemic has shown the necessity of a new international architecture that incentivizes effective preparedness and response, secures mutual assurance, includes disincentives for non-adherence and brings cohesion to a system in disarray.

On Tuesday, 12 April, The Panel for a Global Public Health Convention (GPHC) launched a Call to Action: The Pandemic Convention We Need Now. Through concrete solutions, accountability measures, and governance structures, GPHC propose a clear path forward to dramatically strengthen pandemic prevention, preparedness and response systems by establishing a new Pandemic Treaty.

Our Ask

On 1 December 2021, at a rare Special Session of the World Health Assembly, diplomats started a global process to draft and negotiate a new international pandemic agreement. This decision is now being implemented by an Intergovernmental Negotiating Body (INB) with a two-year mandate to deliver an accord for consideration by the World Health Assembly in May 2024.

Now is the moment for all those involved to take advantage of this historic opportunity to build a healthier and safer world, learn from the last two years, implement evidence-based solutions, and move with haste.

This toolkit contains a series of social media posts and visual assets to help raise awareness about the Panel's bold set of recommendations for an equitable and accountable Pandemic Treaty and call on leaders to learn more and take action.

Follow the links below to jump straight to your preferred page:
[Twitter Copy](#)
[Facebook Copy](#)
[Visual Assets & Quote Graphics](#)

You are encouraged to share the below prepared posts on your Twitter and Facebook channels to help amplify the Panel’s Call to Action across social media. Visual assets, including infographics and a series of quote graphics can be paired with the post copy to raise awareness and call on leaders to take action. To help spread the word, please share this toolkit with your networks!

Relevant Links

- [The Pandemic Convention We Need Now: A Call to Action](#)
- [The Panel for a Global Public Health Convention \(GPHC\)](#)
- [Click to Download Visuals for Social Media](#)

Key Hashtags

- #PandemicTreaty
- #GlobalHealthSecurity

GPHC & Partners on Social

- GPHC: Twitter, @GPHC_Panel
- Club de Madrid: Twitter, @ClubdeMadrid; Facebook, @ClubMadrid

Twitter Posts

Report Announcement

[Click to tweet](#)

The rise of a deadly pathogen was inevitable. The global spread of [#COVID19](#) was not.

🔗 Read [@GPHC_Panel](#)'s new guidance for an accountable & equitable [#PandemicTreaty](#) to stop the next outbreak in its tracks. bit.ly/3jjosLW

[Click to tweet](#)

📣 In a new release, [@GPHC_Panel](#) call on leaders to course correct today for a safer tomorrow by establishing a [#PandemicTreaty](#) rooted in:

🔗 Solidarity

🔗 Transparency

- 🔗 Accountability
- 🔗 Equity

Find out more: bit.ly/3jjosLW

[Click to tweet](#)

🔔 @GPHC_Panel “The Pandemic Convention We Need Now” is LIVE!
🔔

@GPHC_Panel argue we have the tools to stop pathogens in their tracks. What we need is a #PandemicTreaty to help countries prepare & respond in time.

🔗 bit.ly/3jjosLW

[Click to tweet](#)

#DYK we have a chance to stop the next outbreak from becoming a global pandemic ?

Join the @GPHC_Panel & call on leaders to establish a #PandemicTreaty that ensures #GlobalHealthSecurity & delivers #HealthForAll.

Read the call to action: bit.ly/3jjosLW

[Click to tweet](#)

The need for a strong #PandemicTreaty is greater than ever to protect our 🌐.

@GPHC_Panel make the case for an accountable international system that enables countries at every income level to detect, alert & respond to health threats.

🔗 bit.ly/3jjosLW

Key Messages

[Click to tweet](#)

What does a successful #PandemicTreaty look like?

- 🔗 Cohesive governance & independent oversight
- 🔗 Incentives, not punishment for transparent reporting
- 🔗 Public health measures
- 🔗 Rapid information sharing

Learn more from @GPHC_Panel: bit.ly/3jjosLW

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According to [@GPHC_Panel](#), amending & strengthening current health regulations & systems is not enough to stop future outbreaks.

Authors argue a [#PandemicTreaty](#) with an independent monitoring body is  to ensure [#GlobalHealthSecurity](#).

 bit.ly/3jjosLW

[Click to tweet](#)

The  does not have to suffer from a pandemic like [#COVID19](#) ever again.

[#COVID19](#) has proven we need a [#PandemicTreaty](#) to incentivize preparedness & response, secure mutual assurance & bring cohesion to our  system.

Learn more: bit.ly/3jjosLW

[Click to tweet](#)

 Financing for pandemic preparedness & response should be predictable & sustainable to ensure countries in every income level can prepare, detect & report health threats to keep people safe.

Read  bit.ly/3jjosLW for more solutions from [@GPHC_Panel](#).

[Click to tweet](#)

We cannot stop outbreaks from becoming pandemics without  accountability. A new [#PandemicTreaty](#) must establish who does what and when, at every stage of the process,  preparedness  alert  response.

Read [@GPHC_Panel](#)'s call to action: bit.ly/3jjosLW

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Failures in pandemic preparedness & [#VaccinEquity](#) have led to millions of preventable deaths & trillions of dollars lost.

A new [#PandemicTreaty](#) must include = access to tools like [#PPE](#), tests, treatments & vaccines.

bit.ly/3jjosLW [@GPHC_Panel](#)

Facebook Copy

For more than two years, we've endured a pandemic that could have been prevented. Had the right systems been in place, millions of lives and trillions of dollars could have been saved. This cannot happen again.

In a new call to action, the Panel for a Global Public Health Convention (GPHC) urges global leaders to course correct today for a safer tomorrow by establishing a [#PandemicTreaty](#) rooted in:

- 🔗 Solidarity
- 🔗 Transparency
- 🔗 Accountability
- 🔗 Equity

Join the call and learn more: bit.ly/3jjosLW

Visuals [[Download here](#)]



Quote Graphics [Download [here](#)]



Countries need to wake up because global health security is only as strong as its weakest link.

BARBARA STOCKING
Dame Commander of the British Empire
Chair, Panel for a Global Public Health Convention

Download [here](#).



We have the lessons and tools to change the way the world responds to the next outbreak – let's now put them to work through a new Pandemic Treaty.

LAURA CHINCHILLA MIRANDA
Former President of Costa Rica
VP, World Leadership Alliance, Club de Madrid

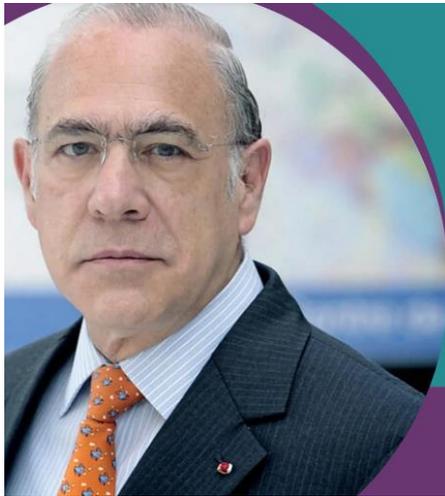
Download [here](#) and tag @Laura_Ch on Twitter.



Whether we're talking about the climate crisis, antimicrobial resistance, or the next global health security threat, we will not have impact without accountability. Let's leave a safer world for our children.

LAWRENCE GOSTIN
University Professor and Founding O'Neill Chair in
Global Health Law, Georgetown University

Download [here](#) and tag @LawrenceGostin on Twitter.



It's no good creating a new Pandemic Treaty if we don't ensure countries can access the funds needed to comply with it.

ANGEL GURRÍA
Former Secretary-General, OECD
Former Minister of Foreign Affairs, Government of Mexico

Download [here](#) and tag @A_Gurria on Twitter.



We have the hindsight and solutions to ensure all countries can access the same level of preparedness and response measures. Next time there will be no excuse.

JANE HALTON
Chair, Coalition for Epidemic Preparedness Innovations
Former Secretary of Health and Secretary of Finance, Australia

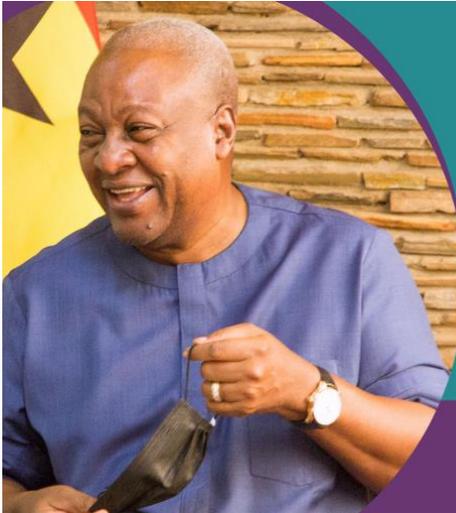
Download [here](#).



If we want a more secure and healthy world, we need to start rebuilding trust in the international system and among nations.

RICARDO B. LEITE
Member of Parliament; Vice-President of the Social Democratic Party Parliamentary Board, ; Founder & President, UNITE

Download [here](#) and tag @RBaptistaLeite on Twitter.



We cannot ignore those who were forgotten the first time around. Thus, a new Pandemic Treaty must ensure life-saving tools and resources are available to people everywhere.

JOHN DRAMANI MAHAMA
Former President of Ghana

Download [here](#) and tag @JDMahama on Twitter.



We cannot afford another piecemeal approach. We need a global system that holds all countries to account and ensures assistance for those that need it.

JEMILAH MAHMOOD
Executive Director, Sunway Centre for Planetary Health,
Sunway University Malaysia

Download [here](#) and tag @JemilahMahmood on Twitter.



This pandemic, or any future outbreak, will not end until we start sharing data, evidence, know-how and life-saving innovations in a timely, transparent and fair manner.

MAHA EL RABBAT
Former Minister of Health and Population, Egypt

Download [here](#) and tag @maharabbat on Twitter.



Panel for
Global Public
Health
Convention

If we want to get it right the next time around and create a truly equitable Pandemic Treaty, civil society, communities and academia also need a place at the decision-making table.

JORGE SAAVEDRA
Executive Director, AHF Global Public Health Institute

Download [here](#) and tag [@jorgesaavedramx](#) on Twitter.